What if platform actually mattered?

Ray Colon, Springer
Remember when...
What if your data supply chain could…
Libraries:
- To enrich records for their OPACs
- To check availability
- To download usage

Business partners:
- Aggregators
- Book distributors
- Abstracting and Indexing services
- Book retailers
- 3rd party services

Developers
API case study...
This is Mendeley, a reference management tool.

Hundreds of thousands of scientific researchers use this site to store references.
They also use the site to discover related research.

Related research

Correlations between Rheological and Optical Properties of a Micellar Solution under Shear Banding Flow
Sandra Lerouge, Jean-Paul Decruppe, J F Berret in Langmuir (2000)

Insight in shear banding under transient flow.

Kinetics and mechanism of shear banding in an entangled micellar solution
What if...
Mendeley could check access
and, if a user is authorized,
deliver them the fulltext PDF

...and we could count it as a download
How it Works

Yes, that sounds like just what I need!

Hey, do you want to see this other article?

Here you go!

UserIP: 10.10.10.10
Wants DOI: 10.1007/BF00014598

Access = YES

This approach lets all third parties distribute our content for us, and we get to record that usage.
The SpringerLink app is powered by Springer’s API.
So were these apps
Springer’s Mobile Release Timeline

- **2011**
  - **Nov 2011**: API launched. The API powers most app development.
  - **Dec 2011**: SpringLink app
  - **Jan 2012**: European Radiology app
  - **Feb 2012**: Intensive Care Medicine app
  - **Mar 2012**: SpringerImages app
  - **Apr 2012**: SpringerProtocols app

- **2012**
  - **May 2012**: Bone Age app
  - **Jun 2012**: FractalPhoto app
  - **Jul 2012**: Mobile optimized version of SpringerProtocols
Mobile-optimized SpringerProtocols
Mobile-optimized version of site

What it is:

Users still come to the same site, but when they are recognized as coming from a mobile device:

- The site displays itself optimally for their screen size
  - E.g. Phone, small tablet, big tablet
- They may not have all functionality available
  - Main screens are redesigned for limited bandwidth and screen space
  - E.g. search results, abstracts, homepage, etc.
SpringerLink app

- Released October 18th, 2011
- Powered by the Springer API
- Free to download
- Provides search and discovery of all Springer and BMC content
- Full text access through SpringerLink for authentication and reporting
Q4 2011: Springer released first society app: European Radiology

- Re-uses the same template as the SpringerLink app
- Powered by the Springer API

Society app features includes:
- Icon and homepage society branding
- Society information page with link to society website
- Search/Advanced Search including by keywords, article title, author name, subject, and publication date
- Saved searches
- Bookmarking
- Abstracts and full text (with authentication)
- Social connections (Facebook, Twitter)
And so were these portals
Realtime.springer.com is a special service that gives you insight into what content is being read by the scientific community, all over the world, as it is happening.

Search

Search publication titles

GO

Keyword Tag Cloud

Download Map

Trending topics of recently-downloaded articles

Where Springer's downloads are coming from

Feed

Icons

A live feed of downloaded items

A visualization of all downloads in realtime
“Survival of the fittest”
APIs enable “innovation” and community building.
Springer’s API Challenge
Springer’s APIs: The Springer API Challenge 1.0

• Launched in late 2010
• Made available the metadata and abstracts of over 5 million scientific book chapters and journal articles.
• Participants were challenged to prepare useful and innovative software on top of our data.
• The contest concluded in June and the winners were announced shortly thereafter.

Winners:

- 1st Prize - $5,000 - SpringerQuotes
- 2nd Prize - $2,500 - KontentLinks
- 3rd Prize - $1,000 - JournalSuggest
Springer’s API Challenge

Winners:

- **1\(^{st}\) Prize - SpringerQuotes**: 
  [http://springerquotes.heroku.com](http://springerquotes.heroku.com)
  - Share or just keep track of quotations from Springer’s open access articles through the creation of a dedicated bookmark pages.

- **2\(^{nd}\) Prize - KontentLinks**: 
  [http://www.kontentlinks.com](http://www.kontentlinks.com)
  - Go beyond citations to create meaningful links between related publications.

- **3\(^{rd}\) Prize - JournalSuggest**: 
  [http://journalsuggest.appspot.com](http://journalsuggest.appspot.com)
  - Semantic comparison tool that recommends a journal based on word frequency analysis.
Springer’s APIs: Access

Access to the APIs is available at Dev.Springer.com.

Obtaining a developer key is free and simple.
What if platform actually mattered?

- Improve functionality at a geometric rate
  - Dedicated API development team
  - Developer Community manager

- Gain scale at a geometric rate
  - Correct incentives for partners
    - Revenue share = Win-win for partner and platform provider
    - Increased download opportunities

- More attractive proposition for societies / editorial boards / authors

- More attractive value for customers
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